

Module Four Tip Sheet: Expanding Recruiting Methods to Reach Aboriginal Job Seekers

How do the most successful corporate recruiters attract Aboriginal talent? In many cases, these organizations reach beyond the normal routes of recruitment to ensure their job postings reach appropriate Aboriginal organizations and candidates.

- ***Advertise in Aboriginal Media.*** Such magazines as Native Journal, Sage and Windspeaker carry job postings and reach a substantial portion of Canada's Aboriginal population. A good starting place is the website for the Aboriginal Multi-Media Society, www.mmsa.com.
- ***Promote on Aboriginal Job Boards.*** The Aboriginal Inclusion Network, sponsored by the AHRDCC which has authored the Mastering Aboriginal Inclusion series, has an ongoing database of more than 4,000 Aboriginal job seekers throughout Canada, and posts many employment opportunities for Aboriginal people. Go to <http://inclusionnetwork.ca>.
- ***Visit Job Fairs.*** Aboriginal job fairs are frequent in larger cities. Consult a local Aboriginal organization or Aboriginal employment centre to learn of upcoming job fairs, and indicate whether your organization wishes to participate with a booth.
- ***Create a Recruiting Network for Ongoing Job Prospects.*** For a permanent source of Aboriginal responses to job postings, the surest route is to create a network of Aboriginal counsellors and organizations to which appropriate postings can be fed. Here are guidelines for creating such a network:
 1. At staff meetings, ask around the table if anyone is familiar with external Aboriginal agencies.
 2. Ask other recruitment specialists at other companies, already part of your network, if they can share their lists that reach into Aboriginal organizations.
 3. Each province has an Aboriginal (and Northern) Affairs departments. Each website is different but holds a vast amount of information on Aboriginal people in that province. Some will have reference documentation of communities, schools, Aboriginal organizations.
 4. Make contact with nearby band offices and build a relationship with the employment division.
 5. Build relationships with college and university student support services. Many have employment counsellors and other support services for Aboriginal students. For example, the University of British Columbia First Nation's House of Learning, University of Saskatchewan Aboriginal Students Centre, and Calgary's SAIT has Chinook Lodge.